

A NOTE FROM



Alice

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EDITION

DEAR MEMBERS

Summer is here and what a boost it has given! Happy scenes of cattle grazing and members flat out silaging is great to see. It's been another busy month with a number of highlights.



Promote **LIMOUSIN BRAND**

The annual Journal should now be with you which coined the term 'green gene'. This proved timely with the Irish Cattle Breeding Federation (ICBF) last month, reporting findings from the Greenbreed Research Project that revealed Limousin genetics produce up to 30% less daily methane emissions relative to other beef breeds for the same level of productivity and performance.

We commend this collaboration between the Irish Limousin Cattle Society and ICBF for generating scientific proof points that will prove vital in demonstrating Limousin's relevance in today's market. It is these green credentials that I am committed to capturing to promote the breed's importance to the wider food industry.

Recently I attended the City Food Lecture with Keith Redpath, along with 550 leaders from the food industry, where Oxford University academic Sir Charles Godfray covered the challenges and opportunities facing the food industry over the next decade.

As is all too often the case with discussions on ruminants and emissions, the simplicity of the arguments against animals and a lack of understanding about the role they can play in healthy eco systems was evident. I was pleased to see such competent and eloquent farmers sharing the stage, pointing out the contradictions of academic representatives who claimed that the only way to achieve net zero is to eat less meat and have less livestock, yet in the



LIMOUSIN

same breath acknowledging the rising demand for animal proteins to feed a growing global population.

It is well documented that the UK is one of the best placed countries for producing beef as we farm cattle with around half the carbon emissions of the global CO₂/kg beef average, yet this was overlooked. The gap between academics and on farm practice in the UK was evident, when one farmer commented he had been assessing his carbon emissions for over three years and was almost achieving a net zero position (less emissions going out than being used), to which the lecturer commented, 'I didn't think that was possible'.

It is no wonder farmers are left despairing and infuriated by the contradictory messaging being put to them, with their daily efforts overlooked. I recognise this and hope to draw attention to the studies that do Limousin justice. Collectively, we will need to work hard to develop the data sets and evidence to prove what we all know; to substantiate the points you raise in conversation with me on Limousin's ability to outperform other breeds in terms of efficiency.

I remain fired up to 'stick up for ruminants' and supporting projects like the ICBF methane emissions will give us the ammunition to do so. Not all breeds have the same footprint and I am delighted Limousin are top of the tree.



Protect

LIMOUSIN HERD BOOK

We are now a full team at Concorde House. Natalie has moved on but we welcome Laura Barber to support Herd Book and develop our links with commercial Limousin buyers. Laura brings with her a wealth of livestock knowledge, passion and experience having procured cattle for Dovecote Park over the last nine years and farms locally to Leamington Spa. Ruby Kanwar joins us on a part time basis to support with bookkeeping and has a comprehensive understanding of finance and accounting practice.

There is a real buzz at Concorde House as the revenue share with Meet by the Park continues to develop with two additional tenants (five in total) and conference facilities booking up fast. The aim for Concorde House is to maximise income but with no drain on Herd Book team resource, so it is pleasing to see this new partnership come to fruition.

As a team, our priority and focus remains on delivering 'New Taurus' for early autumn. The new data platform

can't come soon enough - Taurus is slow, clunky and frustrating, with a number of animals still to be released from the holding tank. I am acutely aware 'Old Taurus' drains the patience of both members and my team but I remain confident that this investment and development will be strategically game changing in transitioning us forward. Breed integrity is everything to us. I admire the significant changes that have been made over the years to bolster the integrity of the Herd Book, with first calved heifer DNA transforming parentage verification and birth notification of calves in the first 28 days proving instrumental to calf inspection checks. 'New Taurus' will build on these assurances with a daily feed from BCMS to highlight any anomalies.



Improve

MEMBER ENGAGEMENT

The recent Council meeting was upbeat and optimistic, and they were encouraged by the progress we are making developing 'New Taurus' with the Map of Ag software developers. Testing before launch will be imperative and Council will play a key role in this.

I can confirm this year's AGM will take place on 21st September, 11am at Concorde House, and the election process to Council will soon be underway. The Notice to Members will be with you later in the month but I can confirm six Council members have completed their term of office, providing an opportunity for other members to stand. If you are interested in working with us to influence the next chapter please get in touch.

I look forward to seeing many of you over the summer during the show season and look forward to welcoming the Young Limousin Breeder teams for the National Stock judging final at the Great Yorkshire Show on Thursday 13th July, 3.30pm. Teams of five (junior, seniors and an individual) from England, Scotland, Wales and Northern Ireland will complete to take the coveted title. To enter a team please contact Young Limousin Chairman John Grisedale on jgrisedale97@gmail.com.

Wishing you all a jolly June.

Alice Swift

CEO, BRITISH LIMOUSIN CATTLE SOCIETY